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IN THE U.S. PATENT AND TRADEMARK OFFICE

APPLICANT: Jane Childs, et al. : GROUP ART UNIT 3627  
SERIAL NO: 10/054,301 : EXAMINER: Lynda C. Jasmin  
FILED: 11/13/2001 : DATE: July 1, 2005  
TITLE: Internet Strategic Brand : James E. Murray  
Weighting Factor : 69 South Gate Drive  
: Poughkeepsie, NY 12601

AMENDMENT

Honorable Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

In response to the Office Action dated 3/8/2005, please amend the  
above-identified application as follows:

Amendments to the claims are reflected in the listing of claims which begins  
on page 2 of this paper.

Remarks/Arguments begin on page 8 of this paper.